E-Bikes in Europe 2015: The Market Analysis for E-Bikes in Europe

Description: Electric bikes are enjoying an ongoing boom in many European countries. Customer acceptance, demand and also the range on offer are all rising. New, younger purchaser groups are discovering e-bikes, and in sporting and leisure contexts too. E-bikes now account for a significant proportion of turnover for major cycle manufacturers. Suppliers who develop components are either already working on their second or third product generations, or they’re close to that stage.

Following their first report on the supply side of the market in Germany, around a year and a half ago, the publishers have now turned their attention to the whole of Europe, flagging up market developments, and revealing changes in market structure and model characteristics in distinct user categories such as city, trekking and mountain bikes.

This market report is modular in its format, so it offers you the opportunity to gain information selectively, subject by subject.

Who will find this study useful?

This report will assist actors in the e-bike market such as:

- manufacturers of electric bikes
- component manufacturers
- infrastructure providers

As an informational basis for strategic market positioning, or for evaluation of the market and competitive landscape.

Companies and organisations wishing to gain insight into this booming market will also benefit from this aggregated summary of the e-bike market.

This analysis brings transparency amid the multitude of e-bike models, so it is also directed to vehicle manufacturers and dealers, to energy suppliers, to consultancies, to cities and municipalities, to tourism service providers, to companies with employee transport fleets, etc.

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RESEARCH AND MARKETS

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